

Q&A: Rob Bovington

Creative Director, The Gate, London

10 answers to 10 questions that let us peer into the mind of one of the world's leading creative directors.



You're a Creative Director with all the pressure that the job entails. Do you have a side-hustle? What do you do as a counterbalance the demands of your workplace?

Drawing. I wouldn't call it a side hustle per se, more a fleeting moment of indulgence (I have children, so time alone is sparse). I draw in heavy graphite, on tightly squared pieces of paper. A moment of intense concentration with happy smudged hands.



If you hadn't ended up in advertising, what would you be doing instead?

'Ended up' is a good way of putting it. I never actually chose to work in advertising, I sort of tumbled into it. If I could start again, I would work in comedy – writing, performing, and producing.

In your career, what one piece of personal work are you most proud of?

The Budweiser Ice Cold Index will always be a favourite. We had to sell Ice cold Budweiser in Ireland – where Budweiser was openly disliked - So during the summer months we correlated the day’s temperature with the price. The hotter it got, the cheaper an ice-cold Bud became. We brought a slice of fantasy to life. (Case history on YouTube [HERE](#))



What work has your agency/team produced you’re particularly proud of?

Most recently our campaign for Replens (an intimate moisturiser), debunked the myth that people in their later years don’t have sex. This was particularly noteworthy for me, especially as we won the TFL diversity competition. We kept it simple, direct, and elegant with beautiful photography and a punchy line - ‘Sex never gets old’.

What recent work have you seen from another agency (or agencies) that you would really like to see entered into The Caples? And why?

St Luke’s campaign for Dole, with edible ink, struck a chord with me. It’s smart, innovative, and I’d like to see more creative that combines insight and execution in such unexpected ways. I hope it’s in the mix. (Story [HERE](#))



Are awards important?

Yes – it’s our creative currency and it encourages clients to push for creativity.

What does it mean to you to be a juror of The Caples Awards in 2023?

It means I get to rub shoulders with some of the most interesting leaders in our industry, while championing creativity above all else.

The Caples is free to enter. Is this brave. Or very, very stupid?

Brave.

If you could have five creative luminaries sitting around your kitchen table, having a drink and a chat, who would they be? What do you think you’d talk about?

Armando Iannucci, Sharon Horgan, Quentin Tarantino, Hayao Miyazaki and Marcus Aurelius. I’d hope we’d just ask Marcus a lot of questions about the Roman Empire.

Impossible question. But what is your one all-time favourite piece of advertising, the idea you most wish you’d done yourself?

It’s an unexpected one, but I’d chose the Super Bowl ad for Old Milwaukee. ([HERE](#)). Its brutal simplicity makes (in my opinion) for one of the funniest ads out there.



Rob picking up Gold with Kit Altin at The Caples 2022 from Ben Mooge, President of the Jury, for The Gate London’s “Nobody is Normal” work for Childline.